

Linguistic Understanding of the Categories of Space and Time

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Introduction. In connection with the increased interest in text analysis in the context of the cognitive approach, for many scientists, the problem of identifying categories that can structure and convey a systemic idea of linguistic units that have subject, conceptual or functional similarity of the designated phenomena becomes relevant. Such categories are "space" and "time", acting as universal concepts in the system of universal knowledge.

Literature Review. In modern linguistics, language time is studied in various aspects. In the works of I.K. Bunina and V.V. Vinogradov studies the forms and functions of the verb tense, in the studies of A.V. Bondarko and I.P. Ivanova reveals the problem of correlation between the grammatical categories of aspect and tense (Bondarko 1971; Ivanov 1961), the works of R. Jakobson are devoted to the study of temporal relations, R.L. Kovalevsky and E.S. Yakovleva (Kovalevsky 2001, 2005; Yakovleva 1992, 1994), the study of time in line with modern conceptology is the focus of many scientists' works (Persinina 2006; Afanasiev 2007; Larionova 2006; Bansimba 2007; Shoboeva 2007 and others).

Scientists such as T.V. Bulygina, Yu.V. Spitsina, I.L. Isahakyan, N.K. Shutaya, D. Wunderlich consider the category of time along with space. As a result of the analysis of spatial and temporal relations, D. Wunderlich comes to the conclusion that "space is more fundamental in the language system than time, since the meanings of many temporal units developed from spatial ones. In turn, temporal relations, in contrast to spatial ones, must always be expressed in an appropriate way, therefore time acts as an obligatory category of the verb" (Wunderlich 1970: 11).

Analysis. It should be noted that in most linguistic works traditionally time was considered as a grammatical category of the verb, paradigms of morphological means and syntactic models were described. Lexical means of expressing time were assigned a secondary role of "temporary qualifiers", which were considered additional, clarifying means of expressing time in relation to tense forms of the verb as the main means of representing time in the language (Kravchenko 1996; Maslov 1978; Slyusareva 1986; Vinogradov 1955; Wunderlich 1969; Rohrer 1978; Vendler 1974, etc.).

As noted by P. M. Krivoruchko, "the language as a whole, including grammatical categories, reflects in itself the objective reality not directly, not immediately. Linguistic meanings, especially grammatical ones, are not equivalents of the objects, phenomena, relations expressed by them. Between the phenomena of reality and language, human thinking, consciousness acts as an intermediary.

There are a number of works in Russian linguistics (Arutyunova 1997; Kobozeva 2000; Matveeva 2003; Schukina 2004; Salimova and Danilova 2011, etc.), in which time is described as a single category of temporality, uniting all kinds of linguistic means, used in the language to signify time and temporal relations - grammatical, lexical, lexico-grammatical, contextual, etc. Temporality is defined as "a semantic category that reflects the perception and comprehension by a person of time of the designated situations and their elements in relation to the moment of speech of the speaker or another reference point. At the same time, temporality is a functional-semantic field based on a given semantic category, covering a grouping of grammatical

(morphological and syntactic), lexical, as well as combined (lexical-grammatical, grammatical-contextual, etc.) means of a particular language, used to express different variants of a given semantic category".

Yu.S. Maslov defines time as follows: "Verbal time is a grammatical category of a verb, which is a specific linguistic reflection of objective time and serves for temporal (temporal) localization of an event or state referred to in a sentence. This localization is deictic, i.e. related directly or indirectly to the real or imaginary 'here and now'. It consists in indicating, by means of opposing forms (verbal tenses), the simultaneity, precedence or following of an event to the moment of speech or some other reference point.

The localization given by the category of time can be combined with a more detailed indication of time using lexical and syntactic means (time circumstances, corresponding conjunctions, etc.)".

It is believed that mankind has created four main models of time: cyclic, linear, spiral and historical, as well as models of conceptual and perceptual time. The latter are also applicable to the consideration of space. In these models, according to L.N. Mikheeva, the categories of space and time appear as linguoculturological, i.e. expressing by linguistic means ideas about space and time, formed in the mind of man and in culture.

Real time is understood as the form of being of all objects of the material world, under perceptual time - time reflected in culture, society and individual consciousness, that is, acting as an independent parameter in the spiritual life of society and the individual. Perceptual time plays an exceptional role among the cognitive structures and processes involved in the perception of the real world. With its help, the real world is transformed into a "projected world", which is accessible to human consciousness. "Perceptual time ... reflects objectively existing, actual time".

According to A.V. Mostepanenko, perceptual time is characteristic of an individual, acting as his personal time. It streamlines his mental activity and gives him a sense of "present", "past" and "future". "At the same time, perceptual time reflects real time, just as the change in our perceptions directly or indirectly reflects the change in real phenomena, real processes".

Z.Ya. Turaeva calls perceptual time emotive time, since it can be based on emotions. Personal sense of time, assessment of the duration of time segments are individual. In addition, perceptual time is characterized by a number of features and does not always correspond to real time. To such specific properties of time, researchers include: homogeneity, one-dimensionality, continuity, orderliness, unidirectionality and irreversibility.

According to L.G. Babenko, cyclic time is a sequence of recurring events, life circles, focus on the cycles of the seasons. For cyclic time there is no beginning or end, it is a generalized, eternal, repeating time. Linear time is unidirectional, progressive, historical time. It is associated with the uniqueness of events, their uniqueness, singularity, irreversibility.

Language time is understood as a way of presenting the properties of real time in the language through conceptual and perceptual time concepts and representations. Language time has such forms of expression as grammatical, lexical and contextual. Language means of expressing temporal relations are represented by temporal grammatical categories of the verb, such as tense, aspect, taxis (temporal reference), as well as lexical units of temporal semantics.

In our work, the consideration of the categories of time and space is based on the analysis of their constituent lexemes, the definition of their repertoire and functioning in the text.

Z.Ya. Turaeva, A.V. Bondarko and others. Methods of expressing temporality, temporal signs, principles of combining temporal vocabulary, problems of the functioning of temporal vocabulary in the text remain the subject of attention of scientists.

According to Z.Ya. Turaeva, in creating the temporal structure of a literary text, with its endless

variability and uniqueness, the leading role belongs to the lexical system and stylistic devices. Following her, N.V. Shevchenko lists the means of realizing the category of time in the text:

- 1) the basic components of the category of time (temporal indicators) - words and phrases that directly convey the meaning of time: time, year, time, century, summer, day, hour, fate, moment, moment, yesterday, future, during the war, etc. as well as phrases denoting dates.
- 2) indirect temporary indicators: names of historical persons, nominations of historical realities, including household items associated with a particular era, quotations.
- 3) language units that do not have the lexical meaning of time.

Later, space as an independent category again took its place in the works of the Tartu (Yu.M. Lotman) and Moscow (V.N. Toporov, T.V. Tsivyan, T.M. Nikolaeva) semiotic schools, which combined the study of text structure with the study of the structure of space.

Spatial orientation implies the presence of at least two points: a reference point, based on which a person is oriented, and a periphery point, in the direction of which this orientation is carried out. This is how a system of landmarks is formed, relative to which a person, as a central point, determines his location. A person associates perceptual space with himself and opposes it to the rest of the space, characterized by the absence of such an association.

Modern concepts of space are characterized by a generalization of views and the development of a unified theory. The research is aimed at the analysis of linguistic means representing the semantic category of space, and at the study of space as a text category.

N.V. Shevchenko identifies units that represent the category of space in a literary text:

- 1) words, the semantic content of which is an abstraction of the relationship of individual parts, sides of the object to the object itself: interior, surface; top, bottom, side;
- 2) categorical lexical units: place, space;
- 3) other words of different parts of speech with local semantics: to be, wide, far; prepositions of spatial meaning: under, over, about, toponyms and geographical terms. The author refers to them words with peripheral senses of locality, in particular, all specific subject vocabulary, words with a local sense of connotation: some personal names, exoticisms.

L.G. Babenko, generalizing the classification of space as a text category according to E. S. Kubryakova, identifies the following most important characteristics:

1. Anthropocentricity: connection with the thinking subject, perceiving the environment and aware of the space, and from his point of view.
2. The alienation of space from a person, understanding it as a receptacle, outside of which a person is located.
3. The circular form of the organization of space, in the center of which there is a person.
4. Objectivity: the filling of space with things, objects (in the broadest sense of the word).
5. Continuity and extent of space, the presence of varying degrees of remoteness: near and far space.
6. Limited space: closed / open space.
7. Orientation of space: its horizontal and vertical orientation.
8. Three-dimensionality of space: top/bottom, front/back, left/right.
9. Inclusion of space in temporal movement

Discussion. The space, being a part of linguistic categories, includes the subject as the center of the person's orientation system, the object/you, the place.

In the works of V.N. Toporov's attention is focused on the distinction between everyday,

scientific and mythopoetic understanding of space, as well as on the study of the connection between natural and cultural principles, in which the meeting of “spiritual-physical” and “great” cultural texts generates spiritual situations of “high tension”.

In accordance with the above aspects, the categories of space and time can be considered in relation to the text as methodological categories, the models of which function as metamodels. In the system of scientific knowledge, there are attempts to systematize and classify spatial and temporal relations. Scientists have identified the following types (models) of literary and artistic models of space.

- ✓ relative (dynamic), absolute (static), existential quasi-space; space of otherness;
- ✓ psychological, geographic, pinpoint, fantastic, cosmic, social;
- ✓ real and unreal;
- ✓ open and closed, expanding and narrowing, concrete and abstract, really visible and imaginary;
- ✓ concrete, transformed, abstract, generalized;
- ✓ physical, mental and cognitive, etc. and literary and artistic models of time:
- ✓ cyclic, linear; household, exceptional, rational;
- ✓ calendar, event and perceptual;
- ✓ real and perceptual;
- ✓ absolute and relative;
- ✓ physical, metaphysical, subjective, everyday, spiritual;
- ✓ cyclic, linear and given at once;
- ✓ plot and plot, author's and subjective time of the characters; domestic and historical, personal and social;
- ✓ concrete, abstract, generalized, poetic transformation;
- ✓ external, internal, subjective, etc.;

space and time at the same time:

- ✓ relative, empirical and intelligible, or absolute;
- ✓ subjective (dictum; conceptual) and objective (modus; artistic), etc.

Among the listed models of space, the most recognized are open and closed, real and unreal models of space.

Conceptual and perceptual models of time and space are varieties of subjective time and space, since they belong to a person as a subject of cognition, perception and activity. The greatest degree of abstraction and generalization is observed in conceptual time and space. Thanks to such fundamental features as extension, discontinuity, stability, variability, finiteness, infinity, border, irreversibility, etc., there is a maximum degree of their generalization.

Perceptual space coincides with the concept of subjective space. It plays an important role in the structure of reflection of space by ordinary and artistic consciousness. In everyday life, a person cannot do without ideas about the place of bodies, objects or phenomena, their position, boundaries, sizes, shape of bodies and objects, etc., that is, without spatial representations. A person's ability to navigate in the surrounding space is explicated in the language and expresses his cognitive ability to correlate the realities of the world with anthropocentrically established space categorizers. Thus, the difference in the listed models does not imply their opposition.

In our article, we will understand the categories of space and time as linguo-cognitive categories,

since they reflect ideas and knowledge about the world order, the place and role of a person in it, give grounds for describing and analyzing the ways of their speech expression and representation in advertising texts.

According to A.Ya. Gurevich, space and time belong to the "defining categories of human consciousness". "These universal concepts in each culture are interconnected, forming a kind of "model of the world" - that grid of coordinates through which people perceive reality and build images of the world...". "Spatial experience lies at the source, the original condition of our relationship to the world, at the point where a person experiences his kinship with it. From this beginning, he must build his path, relying on various ways of settling in space, to find his dominant, his type of spatiality.

Conclusion. The chronotope of a work is understood as a formally substantive category, the essence of which is to express the continuity of time and space. Since this concept is the key one in our study, we will dwell on its more detailed analysis in the next section of our work.

Note that advertising texts in terms of the categories of space and time have not yet been subjected to monographic research. Our work is one of the first attempts to comprehend the chronotope of advertising.

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